

### REMARKS

This application has been carefully reviewed in light of the Office Action of July 23, 2007. Claims 17, 19-26, 32, 36 and 39-41 are now presented for examination. Claims 37 and 38 have been canceled without prejudice or disclaimer of subject matter, and will not be mentioned further. Claims 40 and 41 have been added to assure Applicants of a full measure of protection. Claims 17, 25, 26 and 36, the independent claims, have been amended to clarify what is being claimed. Favorable reconsideration is respectfully requested.

In the outstanding Office Action, Claims 17, 19-26 and 36 were rejected under 35 U.S.C. § 103(a) as being obvious from U.S. Patent 5,913,019 (Attenberg) in view of U.S. Patent 6,369,908 (Frey et al.). In addition, Claims 32 and 39 were rejected under Section 103(a) as being obvious from those two patents in view of U.S. Patent 5,930,810 (Farros et al.).

The aspects of the invention to which the present independent claims are respectively directed, relate to a printing apparatus for printing an image such as a sticker, and an object of the invention is to simplify the user's operation for forming the image to be printed. The image to be printed is constituted by a plurality of parts which are determined by the operation of a user. According to the independent claims, the order of operation in determining the parts including the background image and character strings forming the image (sticker image) is fixed, so that a user can easily print the image (sticker), just by operating in the fixed order. Further, according to the independent claims,

even if the user has determined a particular part of the image, the user can still easily return to edit that part (see Fig. 13).<sup>1/</sup>

*Attenberg* relates to a multilayered sheet. According to *Attenberg*, however, the operation is one way (see Fig. 9), and a user can edit only by restarting the operation. Applicants submit that nothing in *Attenberg* would teach or suggest returning to previous operation, as recited in Claim 1.

*Frey* relates to a system in which an image, banner, text and a plurality of data, but is silent about multi-layer sheets. The Office Action cites *Frey* as teaching the integration of character strings onto electronic images. Even if *Frey* is deemed to show all that it is cited for, however, Applicants submit that it would not teach editing and then returning to previous operation. Even if *Frey* is combined with *Attenberg* in the manner proposed in the Office Action, therefore, the combination would not meet the terms of Claim 1.

The other independent claims are believed to be allowable over those two documents for the same reasons as is Claim 1.

A review of the other art of record has failed to reveal anything which, in Applicants' opinion, would remedy the deficiencies of the art discussed above, as references against the independent claims herein. Those claims are therefore believed patentable over the art of record.

The other claims in this application are each dependent from one or another of the independent claims discussed above and are therefore believed patentable for the

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<sup>1/</sup> It is of course to be understood that the claim scope is not limited by the details of this or any other particular embodiment that may be referred to.

same reasons. Since each dependent claim is also deemed to define an additional aspect of the invention, however, the individual consideration or reconsideration, as the case may be, of the patentability of each on its own merits is respectfully requested.

In view of the foregoing amendments and remarks, Applicants respectfully requests favorable reconsideration and allowance of the present application.

Applicants' undersigned attorney may be reached in our New York Office by telephone at (212) 218-2100. All correspondence should continue to be directed to our address listed below.

Respectfully submitted,

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